What is claimed:

1. A method for automatically inserting hyperlinks into a webpage containing text, the method comprising the steps of:

(1) comparing the text to one or more character strings contained in a database in order to identify specific character strings from the database that appear in the text, wherein each of the character strings has an associated hyperlink that is also contained in the database; and

(2) for each of the identified character strings contained in the text, inserting the associated hyperlink into the webpage.

2. The method of claim 1 wherein the text comprises content of a newsgroup article.

3. The method of claim 1 wherein the hyperlinks are inserted into the test of the webpage

4. The method of claim 3 wherein the step of inserting the associated hyperlink further comprises the step of reconfiguring computer code used to form the webpage such that the identified character strings change appearance and the user may select the hyperlink by mousing clicking on the identified character strings.

1   5.   The method of claim 1 further comprising the step of

2   providing a designation for a product to producers of the

3   text, and wherein the database includes the designation as

4   one of the character strings.

1   6.   The method of claim 1 further comprising the step of

2   determining a general topic of the text, wherein the

3   character strings contained in the database are selected

4   based upon the topic.

1   7.   The method of claim 1 wherein only the first occurrence

2   in the text of any character string is hyperlinked.

1   8.   A method for directing a user to a particular website,

2   the method comprising the steps of:

3   (1)   identifying said website in a newsgroup article by

4   searching character strings in said article and identifying

5   predefined character strings as corresponding to said

6   website.

7   (2) adding a hyperlink to the website into a newsgroup

8   article;

1   (3) displaying the newsgroup article including the

2 hyperlink;

3   (4) accepting an input from the user to select the

4 hyperlink; and

5   (5) redirecting the user to the webpage.

6   9.   A system for automatically inserting relevant

7 hyperlinks into the text contained in a file, the system

8 comprising:

9   loading means to receive the text;

10   comparison means to determine if a character string

11 from a database appears in the text, wherein the database

12 character further contains a hyperlink that is associated

13 with the character string; and

14   insertion means for placing the hyperlink into the

15 webpage if the character string appears in the text.